



WPTV

# ORDER

Print Date 10/16/12

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Flight Dates **10/17/12-10/23/12**

Contract / Revision      **314870 /**

Original Date / Revision  
10/16/12    10/16/12

Advertiser **Romney / Republican / Presi**

Agency    **American Rambler Producti**

Buying Contact

**138 Conant Street  
Beverly, MA 01915**

Product

**Romney for President Inc. 10.17-10**

Agency Com    15%

Billing Contact

**138 Conant Street  
Beverly, MA 01915**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep            00:20:00

Estimate #            **42**

Alt Order #

Billing Type          Cash

Order Type          GENERAL

Billing Cycle        EOM/EOC

Billing Calendar   BROADCAST

Demographic       A35+

Rev Codes           POL           POL           CAND

Product Codes    PL

Priority                FX

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	71	\$65,577.50	\$77,150.00	0.00
<b>Totals</b>	<b>71</b>	<b>\$65,577.50</b>	<b>\$77,150.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/23/12	71	\$65,577.50	\$77,150.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/17/12	10/19/12	M-F 6-7a M-F 6-7a	CM	6-7a	-- 111--	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	-- 111--					3	\$1,200.00		0.00			
N 2	WPTV	10/22/12	10/23/12	M-F 6-7a M-F 6-7a	CM	6-7a	11-----	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	11-----					2	\$1,200.00		0.00			
N 3	WPTV	10/17/12	10/19/12	M-F 7-9a M-F 7-9a	CM	7-9a	-- 111--	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00



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Contract / Revision    **314870**    Flight Dates **10/17/12-10/23/12**

Hiatus Dates

Original Date / Revision    10/16/12/    10/16/12

Order Sep    00:20:00

Advertiser    **Romney / Republican / Pre**    Product **Romney for President Inc. 1**    Estimate #    **42**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/17/12	10/19/12	M-F 7-9a M-F 7-9a	CM	7-9a	-- 111--	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	-- 111--					3	\$1,500.00		0.00			
N 4	WPTV	10/22/12	10/23/12	M-F 7-9a M-F 7-9a	CM	7-9a	11-----	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	11-----					2	\$1,500.00		0.00			
N 5	WPTV	10/22/12	10/23/12	M-F 9-10a M-F 9-10a	CM	9-10a	11-----	:30	2	\$550.00	P-1	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	11-----					2	\$550.00		0.00			
N 6	WPTV	10/17/12	10/18/12	M-F 9-10a M-F 9-10a	CM	9-10a	-- 11---	:30	2	\$650.00	FX	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	-- 11---					2	\$650.00		0.00			
N 7	WPTV	10/22/12	10/23/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-----	:30	2	\$475.00	P-1	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	11-----					2	\$475.00		0.00			
N 8	WPTV	10/17/12	10/19/12	M-F 10-11a M-F 10-11a	CM	10-11a	-- 111--	:30	3	\$475.00	P-1	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	-- 111--					3	\$475.00		0.00			
N 9	WPTV	10/22/12	10/23/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11-----	:30	2	\$425.00	P-1	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	11-----					2	\$425.00		0.00			
N 10	WPTV	10/17/12	10/19/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	-- 111--	:30	3	\$425.00	P-1	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	-- 111--					3	\$425.00		0.00			
N 11	WPTV	10/17/12	10/19/12	M-F 1-2p M-F 1-2p	CM	1-2p	-- 111--	:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	-- 111--					3	\$350.00		0.00			
N 12	WPTV	10/22/12	10/23/12	M-F 1-2p M-F 1-2p	CM	1-2p	11-----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	11-----					2	\$350.00		0.00			
N 13	WPTV	10/22/12	10/23/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	11-----					2	\$600.00		0.00			
N 14	WPTV	10/17/12	10/19/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	-- 111--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	-- 111--					3	\$600.00		0.00			
N 15	WPTV	10/22/12	10/23/12	M-F 5-530p M-F 5-530p	CM	5-530p	11-----	:30	2	\$1,600.00	FX	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	11-----					2	\$1,600.00		0.00			



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Contract / Revision    **314870**    Flight Dates **10/17/12-10/23/12**

Hiatus Dates

Original Date / Revision    10/16/12/    10/16/12

Order Sep    00:20:00

Advertiser    **Romney / Republican / Pres**    Product **Romney for President Inc. 1**    Estimate #    **42**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WPTV	10/22/12	10/23/12	M-F 5-530p M-F 5-530p	CM	5-530p	11-----	:30	2	\$1,600.00	FX	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	11-----					2	\$1,600.00		0.00			
N 16	WPTV	10/17/12	10/19/12	M-F 5-530p M-F 5-530p	CM	5-530p	--111--	:30	3	\$1,600.00	FX	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	--111--					3	\$1,600.00		0.00			
N 17	WPTV	10/17/12	10/19/12	M-F 530-6p M-F 530-6p	CM	530-6p	--111--	:30	3	\$1,600.00	FX	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	--111--					3	\$1,600.00		0.00			
N 18	WPTV	10/22/12	10/23/12	M-F 530-6p M-F 530-6p	CM	530-6p	11-----	:30	2	\$1,600.00	FX	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	11-----					2	\$1,600.00		0.00			
N 19	WPTV	10/17/12	10/19/12	M-F 6-630p M-F 6-630p	CM	6-630p	--111--	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	--111--					3	\$1,800.00		0.00			
N 20	WPTV	10/22/12	10/23/12	M-F 6-630p M-F 6-630p	CM	6-630p	11-----	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	11-----					2	\$1,800.00		0.00			
N 21	WPTV	10/17/12	10/19/12	M-F 7-730p M-F 7-730p	CM	7-730p	--1-1--	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	--1-1--					2	\$950.00		0.00			
N 22	WPTV	10/22/12	10/23/12	M-F 7-730p M-F 7-730p	CM	7-730p	11-----	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	11-----					2	\$950.00		0.00			
N 23	WPTV	10/17/12	10/19/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	--111--	:30	3	\$1,400.00	FX	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	--111--					3	\$1,400.00		0.00			
N 24	WPTV	10/22/12	10/23/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-----	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	11-----					2	\$1,400.00		0.00			
N 25	WPTV	10/17/12	10/17/12	Wednesday Prime B LAW & ORDER:SVU	CM	9-10p	--W----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	--W----					1	\$2,500.00		0.00			
N 26	WPTV	10/18/12	10/18/12	Thursday Prime B OFFICE/PARKS & RECR	CM	9-10p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	---T---					1	\$1,500.00		0.00			
N 27	WPTV	10/19/12	10/19/12	NBC Friday Prime NBC Friday Prime Movie	CM	8-11p	----F--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	----F--					2	\$1,000.00		0.00			



**WPTV**

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Contract / Revision    **314870**    Flight Dates **10/17/12-10/23/12**

Hiatus Dates

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Order Sep    00:20:00

Advertiser    **Romney / Republican / Pres**    Product **Romney for President Inc. 1**    Estimate #    **42**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	WPTV	10/19/12	10/19/12	NBC Friday Prime NBC Friday Prime Movie	CM	8-11p	----F--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/17/12	10/23/12	----F--		2			\$1,000.00			0.00			
N28	WPTV	10/20/12	10/20/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/17/12	10/23/12	-----S-		1			\$850.00			0.00			
N29	WPTV	10/20/12	10/20/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,025.00	P-1	0.00	NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/17/12	10/23/12	-----S-		1			\$1,025.00			0.00			
N30	WPTV	10/20/12	10/20/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/17/12	10/23/12	-----S-		1			\$950.00			0.00			
N31	WPTV	10/21/12	10/21/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/17/12	10/23/12	-----S		1			\$325.00			0.00			
N32	WPTV	10/21/12	10/21/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/17/12	10/23/12	-----S		1			\$425.00			0.00			
N33	WPTV	10/21/12	10/21/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/17/12	10/23/12	-----S		1			\$1,075.00			0.00			
N34	WPTV	10/21/12	10/21/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/17/12	10/23/12	-----S		1			\$850.00			0.00			
N35	WPTV	10/21/12	10/21/12	NFL Pregame Football Night in America	CM	7-8:15p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/17/12	10/23/12	-----S		1			\$1,200.00			0.00			
N36	WPTV	10/21/12	10/21/12	NFL Game Sunday Night Football	CM	8:15-11p	-----S	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/17/12	10/23/12	-----S		1			\$3,500.00			0.00			
Totals														71	\$77,150.00